

## **Abstract**

This bachelor thesis is titled *Visual aspect of local election campaigns in 2010* and it concerns the visual aspect of election campaigns before elections to the Chamber of Deputies of the Parliament of the Czech Republic in 2010. Text is divided into theoretical and practical parts. The theoretical part introduces concept of the complex communicate and his specifics, describes cooperation between image and text, concerns photography as a mean of political advertising communication, manipulation, retouch, objectivity and perception of photographs.

The practical part describes the visual aspect of election campaigns of five political parties: Czech Social Democratic Party, Civic Democratic Party, TOP 09, Communist Party of Bohemia and Moravia and Public Affairs. These political parties gained more than five percent of electoral votes and therefore they have their representatives in the Chamber of Deputies. Campaigns took place in spring 2010. Thesis focuses mainly on the outdoor advertisement like billboards, citylights, posters and leaflets. Campaigns are described in individual chapters with use of combination of methods of qualitative analysis based on Roland Barthes (Rhetoric of the Image) and Gillian Rose (Visual Methodologies). Chapters deal particularly with colors, text, brand, photography, persons, composition and overall unity. Thesis also compares campaigns in conclusion.